

The ultimate driving machine.

Bavarian Motor Works, Munich, Germany



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320i

528i

733i

633CSi

BMW. The car company that has refused to be legislated into mediocrity.

The challenge that faces the automaker of the 1980's lies not in meeting tougher pollution standards, nor in coping with ever more restrictive safety regulations – not even in accommodating the petroleum shortages that are fast becoming a regular summer occurrence.

No, indeed. The challenge lies in meeting the myriad of societal demands and still building automobiles that are worth driving.

Pessimists darkly predict that it cannot be done and point to the depressing number of uninspired automobiles on the market as proof.

And even some of the automotive world's most ardent supporters have begun to complain that many of today's cars "tend to ride like pillows when you cruise them and squeal like pigs when you push them."

There is, however, one rather encouraging note of optimism amidst all these apocalyptic notions.

All this doomsaying neglects to take into account the obsessive determination of the engineers at BMW in Munich, Germany, to build extraordinary automobiles.

Against all odds, the BMW not only satisfies the laws of the land and the demands of the gas tank, it does so without ever once violating our conviction that extraordinary performance and brilliant engineering are the only rational justifications for owning an expensive car.

Meeting the demands of society is no excuse for building a boring car.

Conventional automotive wisdom has it that, inevitably, one must choose between luxury, performance and fuel efficiency.

A sufficiency in any one necessitating a corresponding insufficiency in another.

And in the face of this, the BMW seems all the more remarkable for requiring no compromise whatsoever.

How do we account for this remarkable achievement?

Perhaps the most succinct way to explain why only a BMW performs like a BMW is to give you some insight into the people who build them.

Above all, the engineers at the Bavarian Motor Works in Munich, Germany, are driving enthusiasts who believe that driving is a two-hands affair, something that should be taken seriously and done well.

Produce conventional transportation?

Inconceivable.

Succumb to the debilitating effects of pollution controls and economy regulations?

Impossible.

Indeed, while some automobile manufacturers have chosen to lower their expectations concerning driving performance and others have diverted their talents to the production of trucks, buses and station wagons, the engineers at BMW have concentrated on building the finest high-performance driving machines it is physically and technically possible to build.

And today's BMW stands as conclusive proof that it is, in fact, possible to meet the myriad demands of society and still provide the kind of exhilarating driving experience that most people have all but given up for lost in today's cars.

"These machines," writes *Town & Country's* automotive expert, "are quite literally a thing apart from anything else on the road. They are the driver's car par excellence."

Truly great automobiles can not be created in a mere decade.

Almost all of the expensive, imported automobiles introduced during the past decade feature an impressive list

of sophisticated mechanical refinements.

All are designed with more than a perfunctory nod to aerodynamics and functionality.

Yet, write the editors of *Motor Trend Magazine*, "...once a knowledgeable and experienced driver has driven a BMW, any BMW, nothing else feels quite as good as it did before."

The explanation? Quite simple.

The BMW is far more than a mere collection of gears and axles and random parts.

It is a finely tuned evolutionary machine. A sedan built by racing engineers and perfected over the past several decades on the great race-courses of the world, where precision is crucial and agility and durability are more than just matters of theoretical speculation.

All in all, while no creature comfort is left untended, the BMW provides a driving experience so unusual – a "oneness" of man and machine so singular – that many serious drivers in all parts of the world consider it the definitive high-performance luxury car.

When was the last time you actually looked forward to driving?

There is an obsolescence built into most cars – and particularly most small, practical family sedans – that has nothing to do with the way they're built.

It's called boredom and it has to do with the way they drive.

Most cars simply are not built to perform in such a way that driving becomes something to be enjoyed – not merely an uninspired means of getting from one place to another.

The BMW, on the other hand, is built to make even the most mundane errand more enjoyable.

Perhaps a BMW is worth more used because it's worth more new.

In the final analysis, the inherent value of any car is determined by the price it brings on the used-car market.

For here – scrutinized by buyer and seller alike – is where the final vote of confidence of an automobile's finish, quality, durability and design takes place.

And while we cannot guarantee what your BMW will fetch on the open

market several years hence, it is currently not unusual for an average 3-year-old BMW 320i, for example, to retain almost 100.1% of its original purchase price – a figure that outperforms every car in its category.

A car that is crafted, not merely bolted together.

If the quality of workmanship on today's expensive automobiles strikes you as leaving something to be desired, the BMW will come as a refreshing surprise. You'll notice an unusual quality of fit and finish seldom equaled at any price.

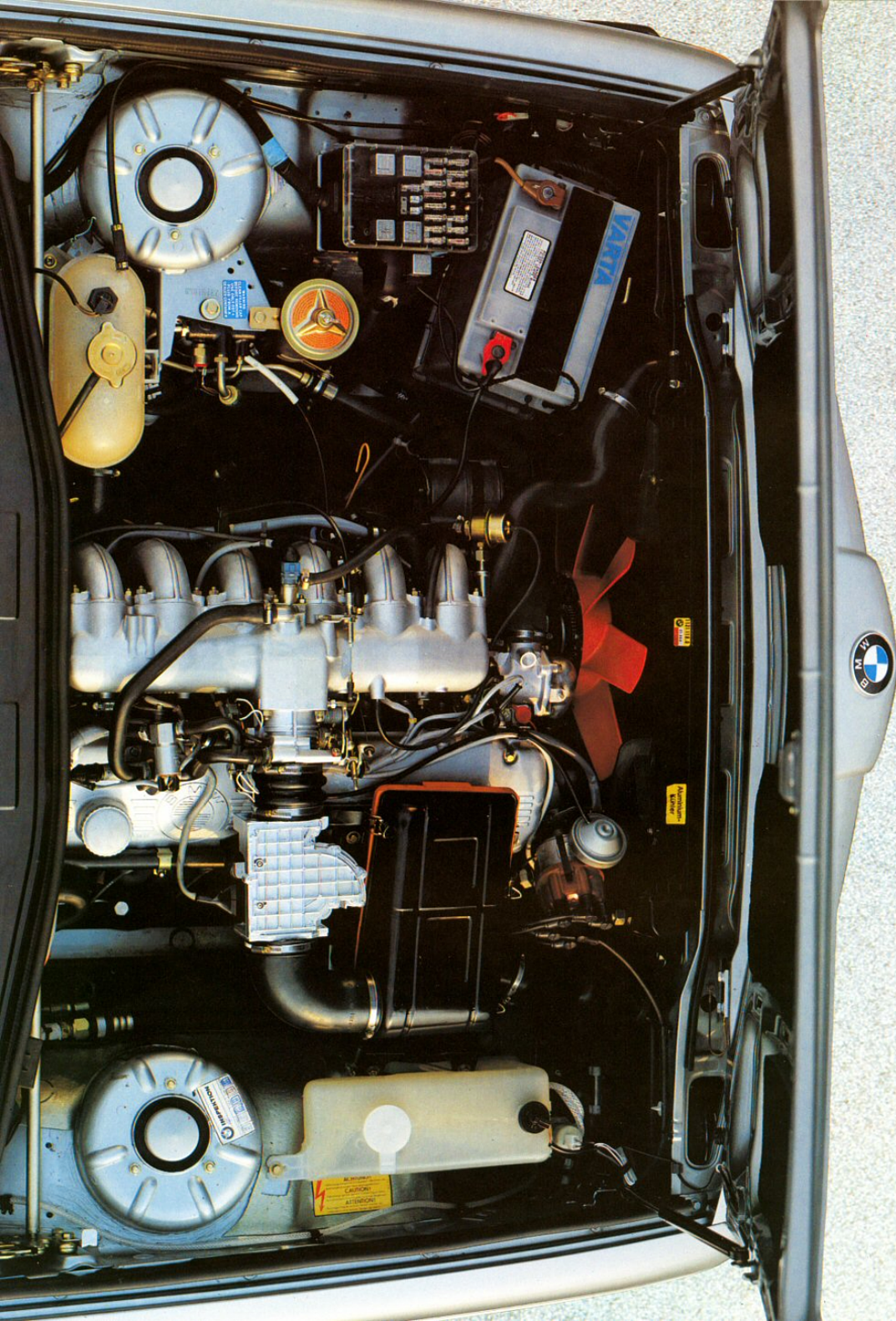
The body panels fit neatly together. The moldings are aligned precisely. The finish is immaculate.

Each BMW goes through what to most manufacturers would no doubt seem an excessively arduous process of preparation. First, priming, cavity sealing and undercoating.

Then, painting, hand examination, sanding and repainting.

Again and again and again – until our inspectors are satisfied. And our inspectors are rather notorious for their obstinate standards of perfection.





Few cars performed this well before pollution controls.

While automobile pollution controls have unquestionably been a boon to our environment, their effects on automotive performance have generally been dismal. Once-powerful automobiles no longer boast of acceleration prowess. The time between pressing the accelerator and the engine responding can seem like an eternity.

To the owner of a BMW, sluggish response need never be a concern.

Under the hood of the BMW is the same basic engine concept that powers BMW race cars – fuel-injected masterpieces of engineering that somehow combine the seemingly incompatible: extraordinary performance and unfailing reliability.

The luxury of total control.

Driver control – or lack of it – is largely the function of a car's suspension system.

To grossly oversimplify, it is the purpose of a suspension system to keep the maximum amount of rubber on the road at all times, under all conditions.

With the conventional "buggy-type" solid-rear-axle system (still unaccountably present in many domestic sedans), this purpose is difficult to achieve.

With the considerably more expensive BMW suspension system – independent on all four wheels – a minimum amount of unsprung weight is carried on the wheels. And this, as any engineer will tell you, is the only way exceptional handling and comfortable ride can be incorporated in the same car.

Its highly refined suspension system of MacPherson struts with coil springs in the front, semi-trailing arms with coil springs in the rear – combined with a multi-jointed rear axle – allows each wheel to adapt itself to almost every driving and road condition with a smoothness and precision that will spoil you for any other car (1).

An absence of the superfluous.

Traditionally the domain of the stylist, the interior of the BMW is ergonomically engineered to the nth degree.

There is virtually nothing in a BMW that does not in some way contribute to comfort, convenience, security and

efficiency. Every aspect of the interior, while tastefully appointed, is purposefully directed toward making the driver an integral part of the circuit formed by the mechanical components of the car.

Careful study has been made of the critical interrelation between seat location, visual position, steering-wheel angle, pedals and controls (2). Instruments are clearly visible, controls readily accessible.

Safety: An obsession that goes beyond strong bumpers.

There are two aspects one must consider when attempting to judge how safe a car is.

One is called passive safety and has to do with a car's ability to physically withstand an accident. The other is called active safety and has to do with a car's ability to react in an ominous situation.

The engineers at BMW have designed their cars to be pound for pound as strong as possible. A steel safety cell that completely surrounds the passenger compartment – and computer-determined "crush zones" – combine to minimize injury should an accident occur.

However, even more significant, the extraordinary performance and handling characteristics of a BMW provide the driver with the means and the splitsecond control necessary to help avoid an accident as well as

survive one.

BMW: Our dedication to safety wasn't created by legislation.

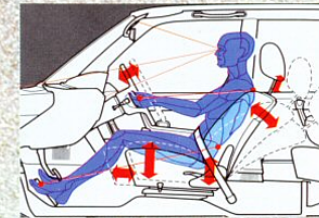
At BMW, the subject of automotive safety was a matter of serious concern many years before it became fashionable.

Systematic collision research enables our engineers to determine the exact chronological connection between all possible types of automobile deformation and their relationship to various safety devices.

In this way, to cite one technical example, the crush behavior of the BMW was optimally synchronized with the response time lag of the front automatic seat belts. By means of the structurally programmed valley in the retardation curve for the front part of the car, the motion sequence of the passengers during an accident has been exactly adapted to the retardation action and the effectiveness of the belts (3).

The BMW body-testing facility is one of the most modern and innovative in Europe.

In highly specialized test stations – with the help of extremely sophisticated testing equipment – the entire structure, as well as all structural details, are examined during roll-overs, front/rear, front/side, front/front and transverse collisions for their stress resistance and reactions (4).





The BMW 320i.
An efficient car needn't be
a bore to drive.

The BMW 320i is a practical, sober, family car – designed by driving enthusiasts.

A car built to be driven on high-speed autobahns and over the tortuous roads of the Bavarian Alps.

When you press the 320i accelerator, the 1.8-liter, K-Jetronic, fuel-injected engine – the same basic engine that powers a majority of the world's Formula Two race cars – responds without lag.

Its suspension, independent on all four wheels – with MacPherson struts and coil springs in front, semi-trailing arms and coil springs in the rear – is

fast and clean through the corners.

Its rack-and-pinion steering is razor sharp.

Its five-speed transmission (automatic is available) responds quickly and accurately.

Yet, if the genius of BMW engineering is evident anywhere, it is in offering this performance and still managing to deliver 25 EPA estimated miles per gallon and 36 mpg on the highway (with 5-speed standard transmission) – figures that shame many “low-performance” efficiency cars. (Naturally, our fuel efficiency figures are for comparison purposes only. Your actual mileage may vary, depending on speed, weather and trip length. Your actual highway mileage will most likely be lower.)

“All told,” say the editors of *Car and Driver* Magazine, “...the 320i stands as

an eloquent rebuttal to those who'd have us believe that small, economical cars must be dull... and that automotive performance is best achieved with decals.”

Displacement	1766 cc/ 107.7 cu. in.
Power	101 hp (SAE net) at 5800 rpm
Torque	100 ft-lbs (SAE net) at 4500 rpm



320i Optional Equipment Shown: light alloy rims, metallic paint.



BMW 528i.
A luxury sedan designed to meet the demands of the 80's without violating the concept of a BMW.

In these times of performance-sapping anti-pollution laws, mileage requirements and safety regulations, it is becoming increasingly difficult to build cars that are still worth driving. Indeed, many serious automotive writers have warned that pollution systems and fuel efficiency regulations have all but sounded the death knell for high-performance automobiles.

Yet, if the genius of BMW engineering is evident anywhere, it is in managing to meet all of today's demands for safety, economy and clean air, and still build the BMW 528i.

A car that reflects perfectly the BMW contention that exhilarating performance and brilliant engineering – are the only things that make an expensive car worth the money.

Its suspension – independent on all four wheels – is quick and clean through the corners; its steering sharp and accurate.

Its five-speed manual transmission

(automatic is available) slips precisely into each gear. And its acceleration comes up smoothly, with the turbine-like whine so characteristic of the justifiably renowned 2.8-liter BMW engine.

"In 1978," say the editors of *Road & Track Magazine* "we named the 528i one of the 10 best cars for a changed world. Our opinion hasn't changed, but the car has ... for the better."

Displacement	2788 cc/ 170.1 cu. in.
Power	169 hp (SAE net) at 5500 rpm
Torque	170 ft.-lbs (SAE net) at 4500 rpm





The BMW 733i.
A luxury sedan that reflects
the state of your mind, not
merely the state of your bank
account.

"The BMW 733i," say the editors of one prestigious automotive publication, "is one of those rare cars, of which a few come to each generation, whose presence and capabilities completely transcend even the uppermost limits of accepted goodness."

The BMW 733i is a six-cylinder, 3.2-liter masterpiece of engineering that will have you seeking out winding back roads and long sweeping curves.

A car that—while leaving no creature comfort unattended and omitting no refinement—still manages to provide a driving experience that many serious drivers in all parts of the world consider definitive in a high-performance luxury sedan.

Its suspension is quick and clean through the corners.

Its steering is sharp and accurate.

Its acceleration comes up through the gears smoothly, with the turbine-like whine so characteristic of BMW.

Its five-speed transmission (auto-

matic is available) affords the driver the luxury of being able to choose his own gears—a refinement simply unavailable in other cars in its category.

At BMW, it has long been our contention that the frivolities that pre-occupy the luxury car makers of the world have little to do with the one thing that makes an expensive car worth the money: extraordinary engineering.

The BMW 733i not only reflects this mentality—this obsession for automotive purity—it exemplifies it.

Displacement	3210 cc/ 196 cu. in.
Power	174 hp (SAE net) at 5200 rpm
Torque	188 ft-lbs (SAE net) at 4200 rpm

733i Optional Equipment Shown:
automatic transmission.





The BMW 633 CSI:
Perhaps the only luxury coupe
whose performance lives up to
its price.

What makes it so rare among the world's luxury coupes is that while all affect the racy lines and the trappings of the true GT car, the BMW 633 CSI truly is one.

It is, in fact, the direct evolutionary descendant of the legendary BMW Coupes that dominated international motor racing for more than a decade.

Its five-speed manual transmission (automatic is available) slips precisely into each gear. Its acceleration comes up smoothly, with the turbine-like whine so characteristic of the BMW 3.2-liter engine.

Its suspension – independent on all four wheels – provides a degree of control and "road feel" that will spoil you for any other car.

One noted automotive authority put it this way: "Before advertising people learned that you can apply any name to any kind of car, GT stood for Grand Touring, which, simply stated, means a closed, two-door car with considerable

style and considerable performance... I can't think of a better expression of the GT idea than this car."

Displacement	3210 cc/ 196 cu. in.
Power	174 hp (SAE net) at 5200 rpm
Torque	188 ft-lbs (SAE net) at 4200 rpm



633 CSI Optional Equipment Shown:
automatic transmission.



BMW Motorsports: The ultimate testing ground.

To the engineers at the Bavarian Motor Works, racing is not merely sport. Not simply a way to accumulate trophies, prizes and glory, though all of these have been earned by BMW in prodigious quantities. It is seen instead as a test. A yardstick by which the ability of the engineers to solve the most demanding technological and organizational problems can be measured. Problems of efficiency. And durability.

Can this not be achieved equally as well on the test track or in a controlled laboratory experiment?

To be blunt, no.

From the noncompetitive vacuum of the test track and the laboratory, come cars that are predictably non-competitive.

On the race track, nothing is held back.

Victory flatly demands uncompromising engineering perfection and ingenuity—regardless of the degree of

technical difficulty or the constraints of time or cost.

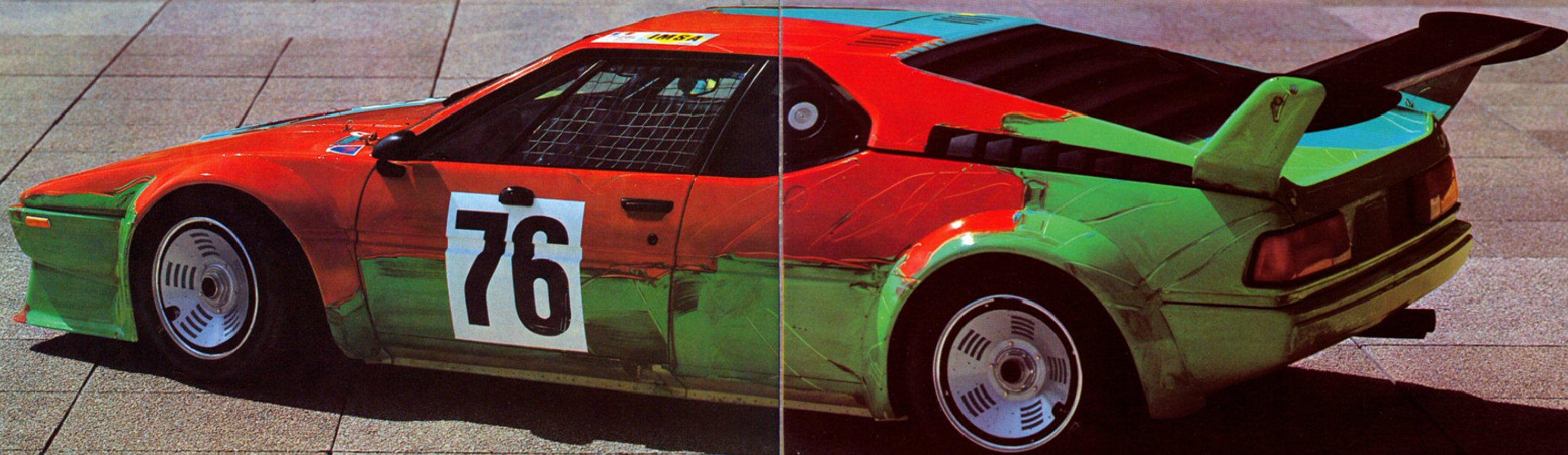
Few manufacturers have a more impressive track record of victory on the great race circuits of the world than the Bavarian Motor Works.

And the effect of this racing heritage is not surprising.

As an evolutionary machine, each BMW success on the track has built a platform for the next BMW success on the road.

And so tangible are the results that the editors of *Motor Trend Magazine* write that "...once a knowledgeable and experienced driver has driven a BMW, nothing else feels quite as good as it did before."





In recent years, world-renowned artists have created their personal interpretations of BMW racing perfection:

The late Alexander Calder (1) in 1975, Frank Stella (2) in 1976, Roy Lichtenstein (3) in 1977-78 and Andy Warhol in 1979 (4).

Service: A combination of Germanic pride and diligence.

An automobile as thoroughly engineered and meticulously constructed as the BMW deserves service of an equal stature.

While it would certainly be inaccurate to claim perfection, it is nevertheless a fact that no more complete or innovative a technical training program exists in the automotive business than the one BMW mechanics are required to attend on a regular, yearly basis.

And this human wisdom combined with the inhuman perfection of costly computerized equipment assures rapid routine servicing, accurate engine tuning and diagnosis of any impending problem.

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